



# Virginia Lottery

## **DIRECTOR'S ORDER NUMBER ONE HUNDRED SIXTY (2021)**

### **VIRGINIA LOTTERY'S PICK 3 QUICK CASH PROMOTION FINAL RULES FOR OPERATION.**

The Virginia Lottery's "Pick 3 Quick Cash Promotion Rules" are promulgated in accordance with §§ 2.2-4002B(15) and 58.1-4006A of the Code of Virginia to promote the Pick 3 game's new introduction to the Lottery's Online Play product offerings. The Promotion opens on October 1, 2021, contains five (5) Entry Periods and five (5) Prize Drawings, and closes on November 9, 2021, with the completion of the final Grand Prize Drawing. These rules amplify and conform to the duly adopted Virginia Lottery regulations for the conduct of lottery games.

A copy of the Promotion Rules may be requested by sending an email [publicrecords@valottery.com](mailto:publicrecords@valottery.com). The Promotion Rules are also available for inspection and copying during normal business hours at the Virginia Lottery headquarters, 600 East Main Street, Richmond, Virginia, and at each of the Virginia Lottery offices. A copy of the Promotion Rules may also be requested by mail by writing to: FOIA Officer, Virginia Lottery, 600 East Main Street, Richmond, Virginia 23219.

This Director's Order becomes effective, *nunc pro tunc*, on October 1, 2021, and shall remain in full force and effect through the end Promotion date unless amended or rescinded by further Director's Order.

\_\_\_\_\_  
/s/Quan Kirk  
Quan Kirk, Deputy General Counsel

\_\_\_\_\_  
10/11/2021  
Date

\_\_\_\_\_  
/s/ Kevin Hall  
Kevin Hall, Executive Director

\_\_\_\_\_  
10/11/2021  
Date

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**VIRGINIA LOTTERY'S PICK 3 QUICK CASH PROMOTION  
OFFICIAL RULES**

- A. PURPOSE:** A Promotion will be conducted to promote the addition of the Pick 3 game to the Lottery's Online Play product offerings. With this Promotion, five (5) Prize Drawings will be conducted to award Cash Prizes from submitted entries during the designated entry periods. Entries will be based on eligible Pick 3 game purchases for Pick 3 drawings between October 1, 2021 through October 31, 2021.
- B. PROMOTION PERIOD:** This Promotion will begin October 1, 2021 and will end November 9, 2021, ("Promotion Period") with the final Grand Prize Drawing.
- C. DEFINITIONS** (for purposes of this Promotion):

"Account" means the Virginia Lottery account through which a Player's age and identity verification takes place.

"Cash Prize" means a monetary Prize or a gift card Prize.

"Claimant" means a verified Entrant, Participant, or Player who presents an Entry that he/she presumes to be a Winning Entry.

"Computer-generated Game" means a Virginia Lottery Game in direct communication with a Mainframe computer operated by or at the direction of the Virginia Lottery.

"Director" means the Executive Director of the Virginia Lottery as established in Chapter 40 of Title 58.1 (§58.1-4000 *et seq.*) of the *Code of Virginia* or any other employee(s) to whom the Executive Director's authority is lawfully delegated.

"Drawing" means a formal process of randomly selecting Entries in accordance with the Promotion Rules.

"Entrant," "Participant," or "Player" means a Person who is at least eighteen (18) years of age, who makes a qualifying purchase or otherwise validly enters a Promotion in accordance with the Promotion Rules.

"Entry" means a method, whether electronic or paper-based, by which a Player enters a Drawing or Promotion.

"Entry Period(s)" means the time frame(s) during which Entries for this Promotion will be accepted.

"Lottery" means the Virginia Lottery.

"Lottery Board" means the group of seven (7) people, appointed by the Governor of Virginia, with the power to adopt regulations governing the establishment and operation of the Virginia Lottery and to perform other functions that are set out in the *Code of Virginia*.

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“Lottery Retailer,” “Lottery Sales Retailer,” or “Retailer” means a Person licensed by the Virginia Lottery to sell and dispense Virginia Lottery Tickets, materials and Products.

“Mobile Application” means a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers, via which certain Promotion Entries may be submitted.

“Non-winning ” means a Ticket purchased at a licensed Virginia Lottery retailer location or directly from the Virginia Lottery, that does not contain a winning Prize combination.

“Participation Method” means the platform via which a Player participates in this interactive Promotion.

“Participation Period” means the time frame during which a Player may participate in this Promotion and be eligible to win a Prize.

“Person” means a natural person and may not extend to or be applied to a corporation, company, partnership, association or other entity, or when referring to a Lottery retailer, the term as defined in § 58.1-4009 of the Code of Virginia.

“Play” means one (1) wager for a chance to win a Prize.

“Present at the Terminal” means that a Player remains physically present at the Virginia Lottery Terminal from the time the Player’s order for Tickets is accepted by the Virginia Lottery Retailer, through completion of the order processing, payment, and delivery of the Ticket(s) to the Player. Players mu’st be present at the Terminal for any purchase.

“Prize” or “Prizes” means the winnings as defined in **Section J** ( “Prize Description”).

“Prizewinner” means a verified Claimant who is entitled as a result of successful Entry verification, to receive a Prize under the rules of a Promotion.

“Promotion” means the “added value” offer to consumers named in the title at the top of Page 1 of these Rules.

“Promotion Rules” or “Rules” means these rules.

“Self-Service Vending Machine” or “Vending Machine” means an interactive device by which a Player may select a game, purchase a Ticket, and/or receive a Promotion Entry Form, without the help of a clerk at a Virginia Lottery Retailer or an employee at a Virginia Lottery office or other approved location.

“Terminal” means a device that is authorized by the Virginia Lottery to interact with the Virginia Lottery’s central computer system to issue Virginia Lottery Tickets and/or Entry Forms and to enter, receive and process Virginia Lottery transactions that may include issuing Tickets, validating Tickets and transmitting reports.

“Ticket/Play” means a Ticket/Play produced by the Lottery’s gaming system and sold by the Virginia Lottery.

“Winning Entry” means an eligible Promotion Entry, drawn during the established Drawing(s), that has passed all Lottery validation and security requirements and processes.

#### D. ELIGIBILITY:

1. This Promotion is open to Players eighteen (18) years of age or older. A Player will be required to provide proof of his/her date of birth.
2. No officer, employee or Board member of the Lottery, or any officer or employee or board member of any vendor to the Lottery of Computer-generated or Scratch Game goods or services working directly on a contract with the Lottery for such goods or services, or any person residing in the same household of any such Board member, officer or employee, or any person under the age of eighteen (18) years, shall be eligible to participate in this Promotion. The Lottery will not award a Prize on an Entry submitted by, for, or gifted to or transferred to anyone referenced under this **Section D**, or to the transferee of such Person.

**E. PROMOTION ENTRY:** To participate, a Player will be required to provide Entry information from a Non-winning Pick 3\* Ticket/Play purchased from a Lottery retail location or Online Play for eligible Pick 3 game purchases for Pick 3 drawings from October 1, 2021 through October 31, 2021. Entries for this Promotion will only be accepted via the Internet.

For each eligible Pick 3 Ticket/Play purchased, a Player will receive either:

- the 19-digit serial number located at the bottom of a Pick 3 Ticket; or
- an Entry Code received via an automated electronic communication for an eligible Online Play purchase,

that must be entered via the specific promotion entry internet site for eligibility to be entered into the applicable Prize Drawing. Refer to **Section G** ("Non-winning Ticket/Play Entries").

Each Entry will be valid for one (1) Promotion Entry.

\*The purchase of the FIREBALL option is NOT required. Refer to **Section F** ("Entry Requirements").

#### F. ENTRY REQUIREMENTS:

1. Only the Non-winning Pick 3 Tickets/Plays identified in these Rules as being eligible will be accepted as valid Entries for this Promotion. Non-winning Pick 3 base play with a winning FIREBALL feature is eligible for this Promotion.
2. A Player is eligible to win only **one (1) Prize per Prize Drawing**.
3. Entries received but not selected to win a Prize in a weekly Drawing will be eligible for the final Grand Prize Drawing.
4. Once a Prizewinner has won a Prize in any weekly Drawing, he/she will not be eligible to win again until the next and/or final Grand Prize Drawing.
5. Each applicable Non-winning Pick 3 Ticket/Play used for this Promotion must have been issued by the Lottery in an authorized manner during the Entry Period(s) referenced in these Rules, the retail Ticket must be intact and must not be mutilated, altered, reconstituted or tampered with in any manner.
6. A Player may enter the Promotion more than once as long as each Entry is based upon a different eligible non-winning Pick 3 Ticket or Online Play Promotion Entry Code and the total number of Entries does not exceed the daily maximum.
7. A Player may submit to this Promotion, a maximum of twenty-five (25) eligible Tickets and/or Online Play

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Entry Codes per day over the course of the Promotion. This requirement does not limit a Player from entering other Promotions being offered simultaneously.

8. The Lottery will not be responsible for Entries submitted incorrectly or received outside of the established Entry Period for each Drawing as specified in these Rules. Such Entries shall be deemed invalid.
9. Only Entries that are submitted in the manner described in these Rules during the designated Entry Periods will be eligible for entry in this Promotion. Hand-delivered and Mailed Entries will not be accepted and will be deemed invalid.
10. Each Entry must contain current and valid information in order to be eligible. The Lottery will not change or update Entry information for an Entry that has already been submitted. This includes address and telephone number updates. The Lottery will not be responsible for Ticket numbers that are transposed or for additional Entry information that is entered incorrectly or is missing.
11. Any Prizewinner whose *Winner Notification Letter* is returned undeliverable due to blocked e-mails, incorrect address information, or expired forwarding address notifications and/or delivery delays due to mail forwarding notifications, and the Prizewinner failed to notify the Lottery before the claim deadline date regarding the incorrect address, will forfeit his/her opportunity to win a Prize. Neither the Lottery nor its designee will be required to attempt delivery of a *Winner Notification Letter* more than once unless the Prizewinner notifies the Lottery **before the claim deadline date** regarding the incorrect address. If the Lottery is notified prior to the claim deadline date, the Lottery will email the required form(s) to the Prizewinner.

#### **G. NON-WINNING TICKET ENTRIES:**

1. To enter an eligible non-winning Pick 3 Ticket via the Internet, a Player must go to the Lottery's website at [www.valottery.com/quickcash](http://www.valottery.com/quickcash) and successfully complete registration or login.
2. As part of the Lottery's registration process for this Promotion, third-party identity authentication will confirm that the Player is eighteen (18) years of age or older. If a Player's identity cannot be confirmed, additional steps for manual confirmation of identity will be provided.
3. Once a Player has entered the 19-digit serial number located at the bottom of their Non-winning Pick 3 Ticket via the Internet, Players **are required** to retain **and submit** the eligible Ticket in order to claim a Prize in this Promotion.

#### **H. ONLINE PLAY ENTRIES:**

1. A Player will be automatically emailed a Promotion Entry Code if they have a qualifying Non-winning Pick 3 Play during the Entry Period. A Player will be required to click a button in their email to be entered in the appropriate Prize Drawing.
2. Once a Player has entered a Prize Drawing using their emailed Promotion Entry Code, they **will not** be required to provide any additional Entry documentation in order to claim a Prize in this Promotion.

**I. ENTRY DEADLINES:**

Drawing	Entry Periods
1	October 1, 2021 (2:00 PM ET), through October 10, 2021 (11:59:59 PM ET)
2	October 11, 2021 (midnight, ET), through October 17, 2021 (11:59:59 PM ET)
3	October 18, 2021 (midnight, ET), through October 24, 2021 (11:59:59 PM ET)
4	October 25, 2021 (midnight, ET), through November 7, 2021 (11:59:59 PM ET)* *Last non-winning Pick 3 Ticket/Play eligible for entry will be for the October 31, 2021 Pick 3 night drawing.
<b>5 (Grand Prize)</b>	October 1, 2021 (midnight, ET), through November 7, 2021 (11:59:59 PM ET)

**J. PRIZE DESCRIPTION:** The following Prizes will be awarded as part of this Promotion:

Drawing	Prize	# of Prizewinners
1	\$100	60
2	\$100	60
3	\$100	60
4	\$100	60
<b>5 (Grand Prize)</b>	\$500	60

**K. PROMOTION DRAWINGS:** The following are the five (5) established Drawing dates for this Promotion:

Drawing #	Drawing Dates
1	10/12/2021
2	10/19/2021
3	10/26/2021
4	11/09/2021
<b>5 (Grand Prize)</b>	11/09/2021

Drawings will be conducted from all eligible Entries submitted via the established Entry method and by the established Entry deadline dates. The following is an overview of how the winning Entries will be randomly selected for this Promotion.

1. After the established Entry deadline date, but prior to the Drawing, all eligible Entries submitted for that Drawing will be accounted for and the information loaded into a randomizer program.

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2. Representatives from the Lottery's Audit and Security, Information Technology, and Marketing departments will oversee the use of the randomizer program to select the Winning Entries for this Promotion.
3. Prizewinners will be randomly selected. The order in which the Winning Entries are drawn shall be recorded by Lottery officials. The Lottery's decision shall be final and controlling.
4. Immediately after the Prizewinners are selected, ten (10) alternate Entries will also be selected using the same randomizer program. All alternate Prizewinners will be recorded in the order in which they were selected and will be used should any Prizewinner be determined ineligible.
5. After the Drawing is completed, representatives of the Lottery's Audit and Security, Administration, Information Technology Services, and Marketing departments will confirm that the Entries selected in the Drawing are valid.
6. In the event that a selected Entry is deemed invalid, the first alternate with a valid Entry will be selected as a Prizewinner. This process shall continue until all valid Winning Entries have been selected for the particular Drawing.

#### **L. PRIZEWINNER PROCEDURES:**

Each Promotion Prizewinner selected in association with this Promotion will be notified by the Lottery via United State Postal Service (USPS). All Prizewinners will receive a [Prizewinner Claim Form](#) and an [Affidavit of Eligibility Form](#). The Prizewinners will be required to complete and return both forms by the deadline stated in the *Winner Notification Letter*. Any Prizewinner who fails to respond to his/her *Winner Notification Letter* **within ten (10) calendar days** from the date of their *Winner Notification Letter*, will forfeit his/her Prize.

#### **M. PRIZEWINNER RESPONSIBILITIES:**

Non-winning Ticket Entry Winners will be provided with instructions in their Winner Notification Letter for **submitting their Non-Winning Pick 3 Ticket as proof of eligibility, along with** the claim documents referenced in Section L ("Prizewinner Procedures") above. Prizewinners who do not submit their eligible non-winning Ticket, or who do not submit the **correct** eligible non-winning Ticket within the specified claiming period, forfeit their Prize. Winners who submitted their winning Entry using an Online Play Promotion Entry Code will not be required to submit proof of the eligibility.

#### **N. PRIZEWINNER VERIFICATION:**

1. Methods used by the Lottery to establish and confirm a Prizewinner's identity include, but are not limited to:
  - viewing and/or copying the Prizewinner's valid government-issued photo identification;
  - viewing and/or copying proof of taxpayer identification number (e.g. Social Security number);
  - asking identity-verifying questions in the absence of the aforementioned document proof; and/or
  - viewing and/or retaining the information provided on a Lottery [Prizewinner Claim Form](#).
2. **In all cases involving a Promotion Cash Prize greater than \$100**, the Lottery must be provided with the Prizewinner's valid government-issued photo identification and taxpayer identification number (e.g. Social Security number). Payment will be delayed until such a number is provided and the Prizewinner shall not be entitled to interest on the Prize funds attributable to such delay.

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**O. PRIZE AWARD/PAYMENT**

1. When paying any Prize **in excess of \$600**, the Lottery shall report the winnings or withhold taxes pursuant to rules established by the Internal Revenue Service and Virginia Department of Taxation and shall file the appropriate income reporting form(s) with the Internal Revenue Service and the Virginia Department of Taxation. Additionally, if the Prize is a cash Prize **greater than \$100** and subject to any set-off for delinquent debts, the Lottery shall withhold any monies due under the Commonwealth's Set-Off Debt Collection Act if the agency has registered such debt with the Virginia Department of Taxation and timely notice of the debt has been furnished by the Virginia Department of Taxation to the Lottery.
2. Lottery Prizes awarded during this Promotion are not transferable or assignable. A Person shall not enter the Promotion on behalf of another Person. Such Entries shall be deemed invalid
3. Each Prizewinner is legally required to include the value of the Prize, as well as any taxes paid by the Lottery on his/her behalf, in his/her taxable income for tax reporting purposes. As a result of accepting a Prize, and taking into account a Prizewinner's total taxable income for the year in which the Prize is accepted, a Prizewinner may fall into a higher tax bracket for his/her federal and state tax liabilities for the year in which the Prize is accepted.
4. A Prizewinner agrees to participate in a press conference and agrees to the use of his/her name and/or photo for publicity at the Lottery's discretion. Examples of publicity include, but are not limited to, news releases, Internet, news media and signs at Lottery Retailer locations. In addition, a Prizewinner agrees to participate in Lottery promotional efforts which may include his/her name, hometown, the amount of the Prize won, and the Promotion won, through "social media," which may include, but will not be limited to, YouTube®, Twitter®, Facebook®, Instagram® or similar efforts, without additional consent from or compensation to the Prizewinner.

**P. CANCELLATION POLICY:**

Canceled Drawing(s) or Prize award(s): The Director may, in the Director's sole discretion, cancel Drawings and/or the awarding of Prizes, on holidays, days of special importance or on days when conditions make conducting the Drawings or awarding Prizes impractical or inappropriate, and may elect to conduct Drawings and/or make-up Drawings and/or the awarding of Prizes at such times and dates, and pursuant to such methods, as the Director may determine, all with the Director's sole discretion. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such re-schedule/cancellation.

Termination of Promotion: The Director may, at any time, announce a suspension or termination of this Promotion, without advance notice and in the Director's sole discretion, at which point no further Entries will be accepted and no additional Prizes shall be awarded. Neither the Lottery, the Director, nor any employee of the Lottery or member of the Lottery Board shall have any liability whatsoever for any such suspension/termination.

**Q. DISPUTES:** The Director may refrain from awarding/paying a Prize pending final determination under any of the following circumstances:

- a. if a dispute related to any Prize occurred or if it appears that a dispute may occur;
- b. if there is any question regarding the identity of the Claimant; or
- c. if there is any question regarding the validity of any Entry submitted.

No liability for interest arising because of any such delay, or any delay beyond the Lottery's control, shall accrue to the benefit of the Prizewinner pending award/payment of the Prize. The Lottery is neither liable for, nor has it any responsibility to resolve, disputes between or among competing Claimants.

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In the event of a dispute or other instance of doubt, the decision of the Director shall be final and binding.

- R. GOVERNING LAW:** By participating in this Promotion, each person agrees to comply with and abide by the Lottery laws, Lottery regulations, all final decisions of the Director of the Lottery, and these, and any other applicable, Rules established by the Lottery Board and/or Director of the Lottery for the conduct of this Promotion. Any dispute arising that relates to any aspect of this Promotion shall be governed by the laws of the Commonwealth of Virginia and the venue for the determination of any such dispute shall be in the city of Richmond, Virginia.
  
- S. WAIVER OF CLAIMS:** By entering this Promotion, each Prizewinner agrees to indemnify, hold harmless, and waive any claims against the Commonwealth of Virginia, the Lottery, and any of the affiliates, Board Members, employees, directors, officers, agents, representatives and assigns of any of said entities, arising, directly or indirectly, out of, or in any way connected with, this Promotion or the Prizes awarded in connection therewith.
  
- T. AMERICANS WITH DISABILITIES (“ADA”):** The Lottery is not responsible for any third party's compliance with ADA Rules and Regulations where applicable in connection with a Prize.